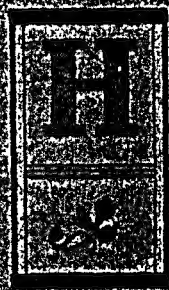


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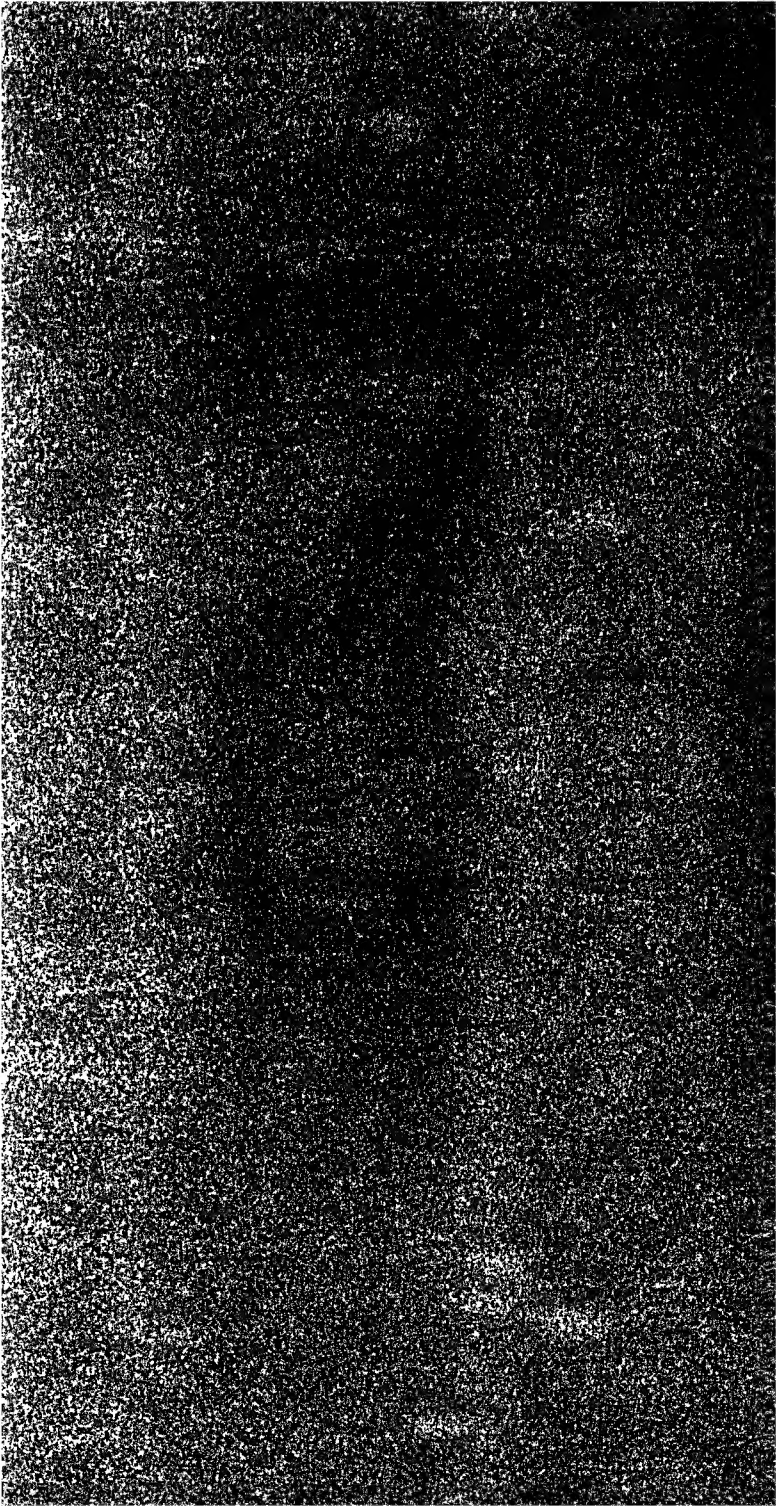


HUMBOLDT

SASKATCHEWAN
WESTERN CANADA



Board of Trade



"The Call of the West"

IT IS HEARD by all; it appeals to everyone in a greater or lesser degree; it sounds clear and strong as a clarion note to the ambitious, proclaiming the wealth of opportunity, development, and progress, all of which are factors that go to make independence possible. There is no siren's lure, no soft seductive music, about the "Call of the West." Its predominating tone is rather the resonant one of energy, enterprise and industry; inspiring and sprightly to the soul of the worker, but sounding a monotonous dirge in the ear of the sloth and n'er-do-well. It is well ordered that the "Call of the West" should have little attraction for the unambitious and the lazy; these are the people who lag behind and hinder the onward march to progress and Western Canada has neither the time nor the inclination to deal with laggards and hangers-on.

To workers—no matter in what sphere of life—the west sends forth a call that is at once an invitation, a welcome, and an inspiration to great effort. The west wants workers only, and she offers a rich bounty to workers. She offers the reward of natural resources and opportunities that are unrivalled throughout the length and breadth of the world. A country possessing these natural resources, and without the workers to develop them, is useless and stagnant. That is why Western Canada calls for workers, and offers them so big a share of her wealth. In effect the "Call of the West" to the worker is "You make the country, and the country makes you." It is a business proposition, equitable and generous, and that is why ambition responds with an acceptance.

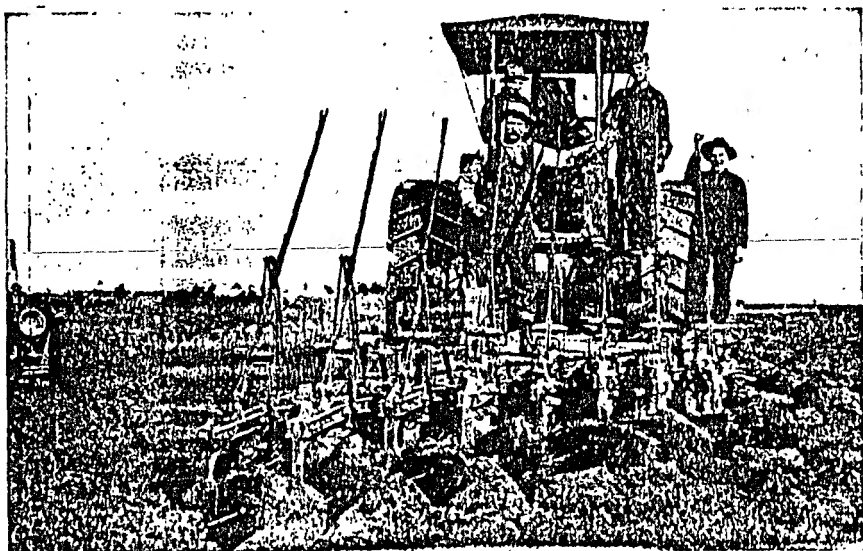
The Secret of Phenomenal Growth

And what is true to the west generally must be, and is, eminently true of the province of Saskatchewan, for Saskatchewan is the heart of the west, comprising in its vast area of 250,650 square miles all of those qualities of soil, minerals, and climate, which have placed Canada in the fore-front among the richest countries of the world. In common with the rest of the west, Saskatchewan, only a few short years ago was little better than "No-Man's-Land"; a huge expanse of rolling prairie on which civilization had not yet set its mark, save for the trails and huts of early pioneers and trappers. In this brief period Saskatchewan has emerged triumphant from the ordeal of its pioneer stage. The historical sketch is brief. The fertility of her rolling plains and valleys was discovered; her mineral resources were trapped; investigation and development reveals that her natural resources are well nigh inexhaustible; industries have sprung up; thousands of people have poured into Saskatchewan, from all quarters of the globe; there is room and opportunity for thousands more; opportunity creates development; Saskatchewan has developed at a phenomenal rate and will continue, year by year, to set up a new record in this direction.



PART OF HUMBOLDT RAILWAY YARDS

Are you contented now? Are you doing the best that you can for yourself? Have you an assured future? Are you haunted by grim thoughts of your old age? Answer these, and then write our Commissioner.

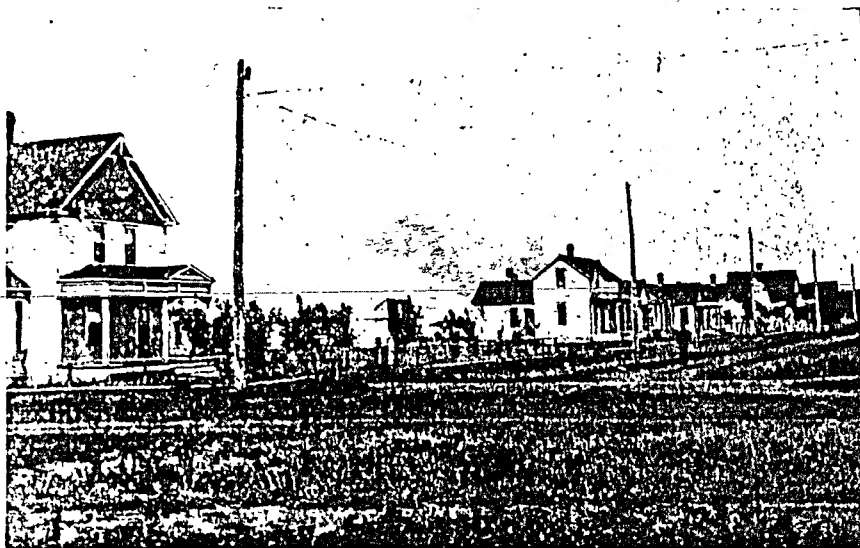


HUMBOLDT FARMERS ARE UP-TO-DATE

With a land surface of over 155,000,000 acres, running 760 miles north and south, and 393 miles east and west, the glorious possibilities of Saskatchewan may be roughly conceived when it is mentioned that less than eight million acres are under cultivation, and even at that Saskatchewan has conceded to her, and rightly so, the reputation of the great grain producing province of the west.

Only those who have lived in a young country can fully grasp the possibilities of this western land; the possibilities, not for a section or class, but for all. It is merely a natural outcome of events that the industry and business of such a tract of land as that contained in Saskatchewan should be concentrated at different points, and that it should radiate from these points out to certain territories. And it necessarily follows that at these points there is found the greatest progress and development, and consequently the greatest opportunities. Nature takes a hand in the creation of these centres and their growth is determined by the natural advantages they possess—location, climatic conditions, soil, mineral and other resources, settlement of surrounding districts, railway situation, etc. Add to such factors an enterprising, progressive people, and the secret of phenomenal growth in western cities is made clear as daylight.

Work for good wages or be your own master; live amidst clean, healthy and pleasant surroundings; among a bright, happy people, with every facility for social and recreative enjoyment.



ONE OF OUR RESIDENTIAL CORNERS

"Why Humboldt?"

Why Humboldt should claim—and justifiably so—to rank as a "Centre of Progress" may be impartially judged from this standpoint. Like all such centres in Western Canada, Humboldt has "No historical trammels to hinder, and no doctrine of precedent to dictate" her future destiny. Her upspringing has been spontaneous because of her location, and as that location increases in importance and value so her future is assured. "Why Humboldt?" is the question that has to be answered here, and there is a combination of answers which may be merely mentioned now and elaborated further on. Humboldt's features are:—

A RAILWAY TERMINAL

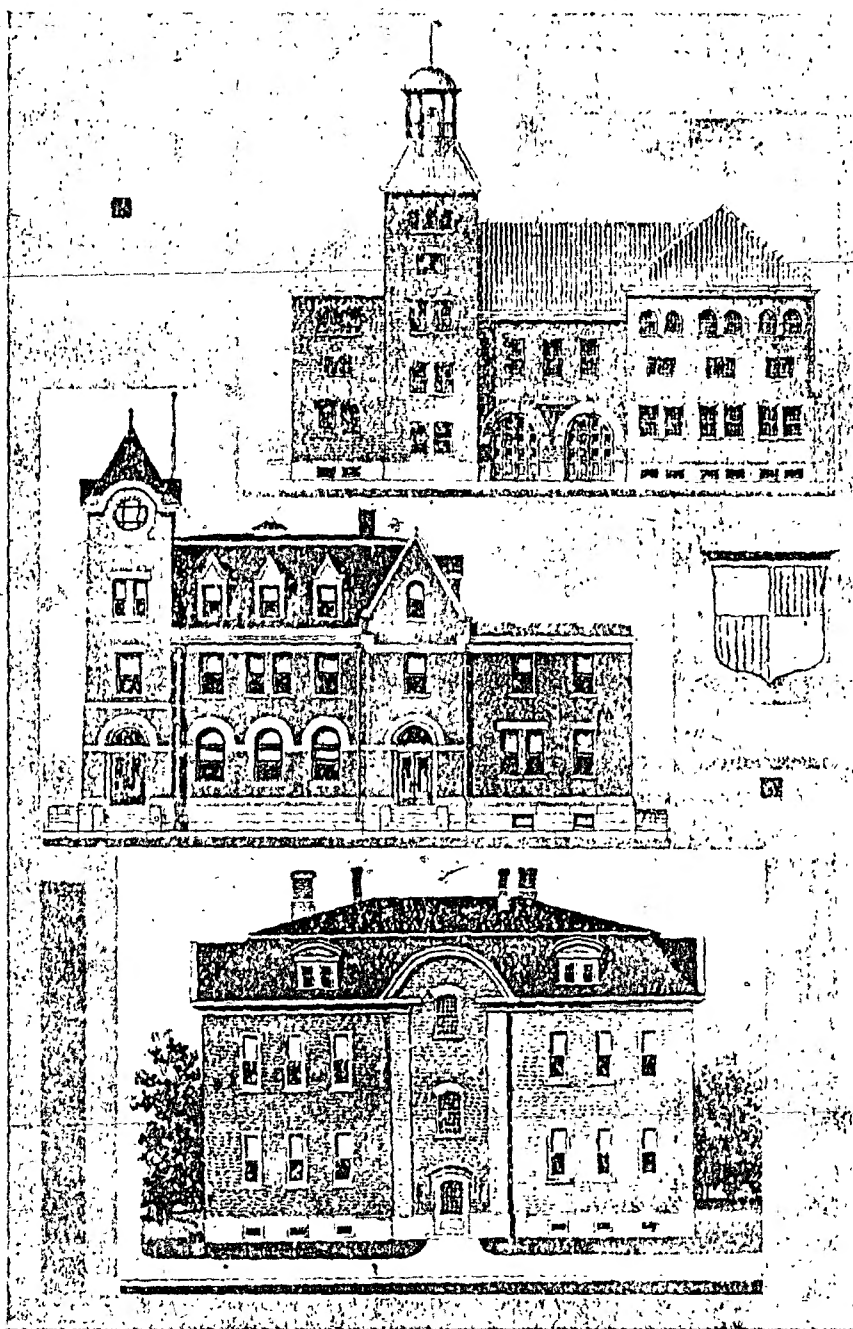
THE BEST MIXED FARMING DISTRICT IN SASKATCHEWAN,
INCLUDING 3500 FREE HOMESTEAD FARMS
OF 160 ACRES EACH

A CITY GROWING DAILY
and

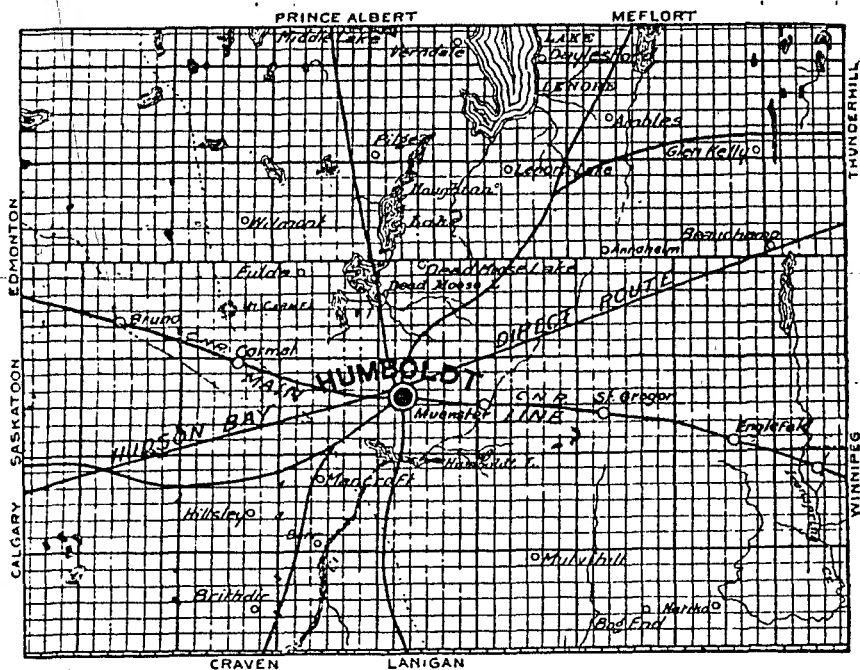
A HEALTH AND HOLIDAY RESORT

Such a group of advantages places Humboldt in the position of having a future that is not speculative, but certain.

Humboldt is a mixed farming district; mixed farming is a sure investment; and improved farms can be had from \$15 to \$30 (£3 to £6) per acre.



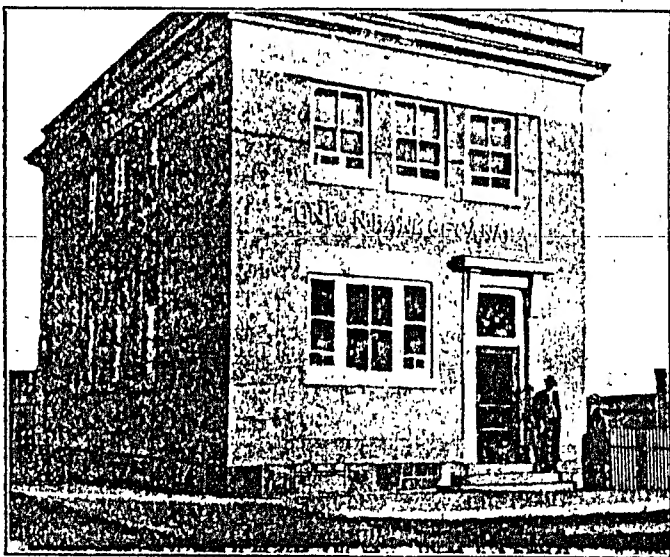
TOWNHALL, GOVERNMENT BUILDING AND HOSPITAL



Humboldt's Railway Position

Transportation facilities mean a great deal, for in the absence of shipping the prairies constitute the sea, and the iron way the ships that come to the western ports. Humboldt then has a strategic position which confers on it the control of extensive areas of rich fertile land, settled and worked by prosperous people, engaged in the great farming industry and also in a variety of business concerns situated at smaller centres. Humboldt is practically the half way house between Winnipeg on the east, and Edmonton on the west. It is the Central Division on the Canadian Northern Railway main line (which runs to the Pacific Coast) between these two points; and, by virtue of that location, at once has conceded to it the centralization of traffic. Not only so, but a glance at the diagram depicting the railway situation of Humboldt shows conclusively that here is to be found one of the most important distributing centres in the west. This point once made clear, the sequence of thought leads one from

Notice Humboldt's railway location, and then judge of its value for yourself.



cause to effect. What must be the inevitable future of any railway centre occupying a strategic location such as that of Humboldt? The question is answered by what has happened elsewhere. Business concerns of all classes for distribution purposes have no option but to secure a location; wholesale houses cannot afford to overlook it; industries find it to their profit to operate from such a centre; retail business develops in every branch as well; country business concentrates on such a point, (that includes grain growing, the west's greatest industry); the creation of an industrial community with large and varied requirements to be supplied provides employment for all classes; the travelling public, railway officials, and railway employees find it convenient to make their homes at such a centre—and as success begets success, so development begets development.

It is significant that the Canadian Northern Railway Company has made an appropriation of \$15,000 for further extensions at Humboldt, and the full significance of this may be grasped when it is mentioned that with railway sidings already covering an area of ten miles, the congestion is so great that several miles more are to be provided to afford temporary relief pending the probable re-arrange-

3500 free homestead farms of 160 acres each are awaiting settlers in Humboldt



"A GOOD HAUL" OF GRAIN FROM A HUMBOLET FARM

ment of the entire lay-out. For this latter purpose the Railway Company holds, adjoining the present yards, an extensive reservation. A single straw indicates the running of the waters, and every straw makes it obvious that the tide of progress and development (so far as railways are concerned) is flooding down on Humboldt.

RAILROAD POINTS

The pay roll at Humboldt is \$20,000 per month.

There are 200 resident employees.

Local freight (incoming) represents \$150,000.

Local freight (outgoing) represents \$200,000.

The grain shipments from the district are over one million bushels.

The elevator accommodation at Humboldt depot is 120,000 bushels.

The stock yards accommodate 200 head.

The yards comprise ten miles of track, and this is being extended.

The railway estimate of the grain yield is 1,383,200 bushels.

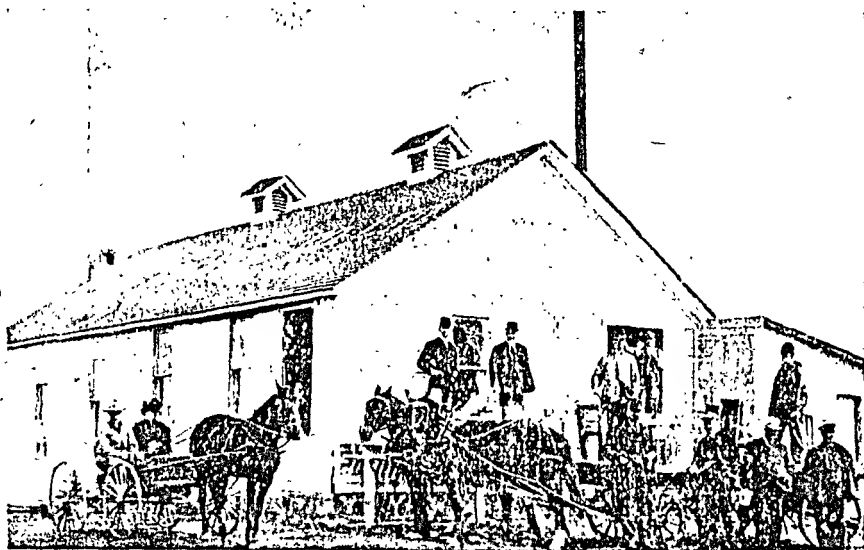
24 freight trains handled in 24 hours is the general rule at Humboldt yards.

What Mixed Farming Means

Humboldt district makes no empty boast, and urges no superficial claim, when it declines to rank as second to any in the great grain producing province of Saskatchewan. Its fertile plains contribute to the world's market an annual output of grain running to a million bushels, and that output is ever increasing. To that has

Don't forget that Humboldt contributes over a million and a quarter bushels of grain to the world's market.

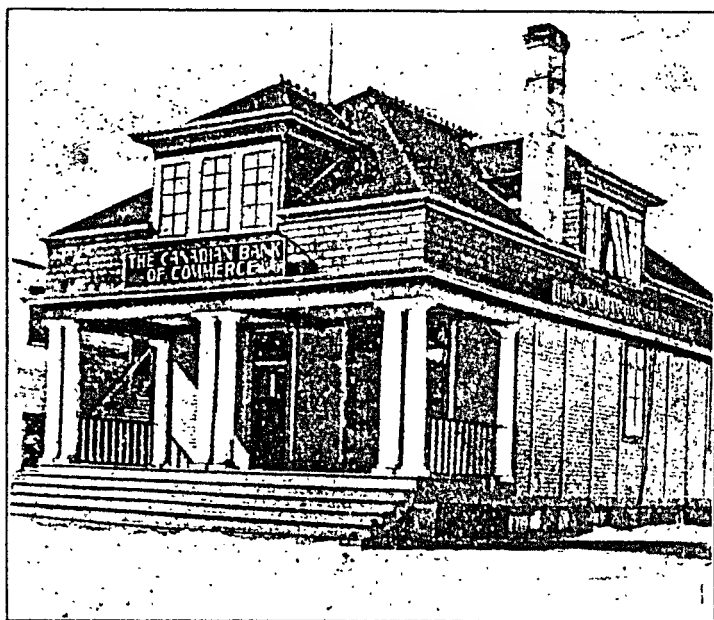
to be added what is retained for seed and feed purposes. That is Humboldt's contribution to Canada's grain yield, but there is another and equally important phase of the farming industry--that of mixed farming. And it is here that Humboldt makes a distinctive claim. It is, that no district has better soil, better climatic conditions, and better facilities generally for mixed farming, and that no community has greater skill in the business of mixed farming. This is an aspect of the industry that has been described as "The Problem of the West," and authorities have proclaimed it to be a serious problem, calling for immediate solution in the interests of the west. Where the soil is not specially adapted to mixed farming in Canada, chief attention has been bestowed upon grain raising to the detriment of the soil, and now, when the call goes forth for mixed farming, it is found that nature has a say, and that certain qualities are essential for success in this line. Beyond all shadow of doubt Humboldt district possesses these qualities, because mixed farming has been carried on with success since the settlement of the district, and to such an extent has it proved a paying proposition that it is yearly coming more into favor with the farmers. General opinion has conceded to Humboldt the position of one of the best mixed farming areas in Western Canada, and despite the fact that more attention is being given to this feature, Humboldt holds and will continue to hold the high place accorded it in this respect.



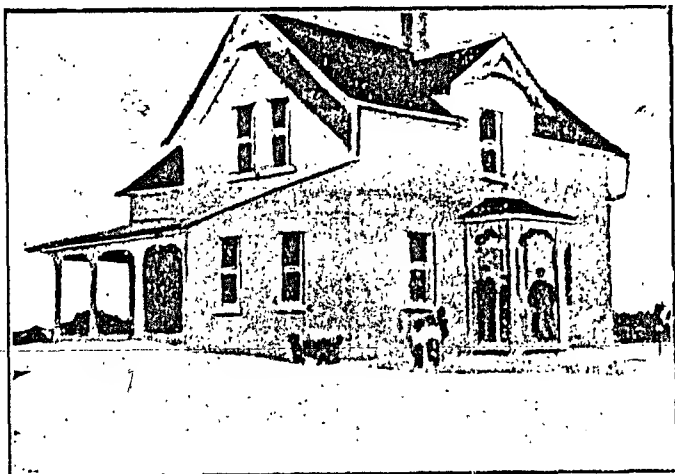
HUMBOLDT CREAMERY (PRODUCTION 150,000 LBS.)

Financial Safety and Cheap Food Supplies

To the uninitiated it may appear to be of no material benefit to live in a mixed farming district, but experience has proven otherwise. It may be advisable, then, to remark briefly on this point, that the advantage is more than two-fold. The raising of stock provides the community with food supplies that are otherwise well nigh unobtainable, and at a price that has a considerable effect upon the cost of living generally. Then again, it provides a financial solidity that is otherwise found wanting, for even in the best of lands crop failures are always within the range of possibility, and when the grain yield falls short of expectations, purely grain-growing farmers find themselves without the reserve that a proportion of stock would have given them. There is a trite saying in the west that "when the farmer is out everybody is out." It simply means that upon the farmer depends, to a very great extent, the condition of the money market for the ensuing year. Thus will be seen the advantage of the farming community having protection against a poor, or even a mediocre, grain yield.



Humboldt assures you that you need not trouble about the smallness of your capital. A little bit of that with plenty of energy and enterprise goes a long way with us.



A FARM HOUSE THAT WOULD NOT DISGRACE A CITY
(FOUR MILES FROM HUMBOLDT)

To the farming class Humboldt offers a number of special inducements which cannot fail to appeal to the practical man on the outlook for such an opening, and these inducements are of such a nature as to cause him to differentiate in Humboldt's favor.

Factors That Make Success

There is the inducement, already mentioned, of grain growing combined with the safeguard of mixed farming.

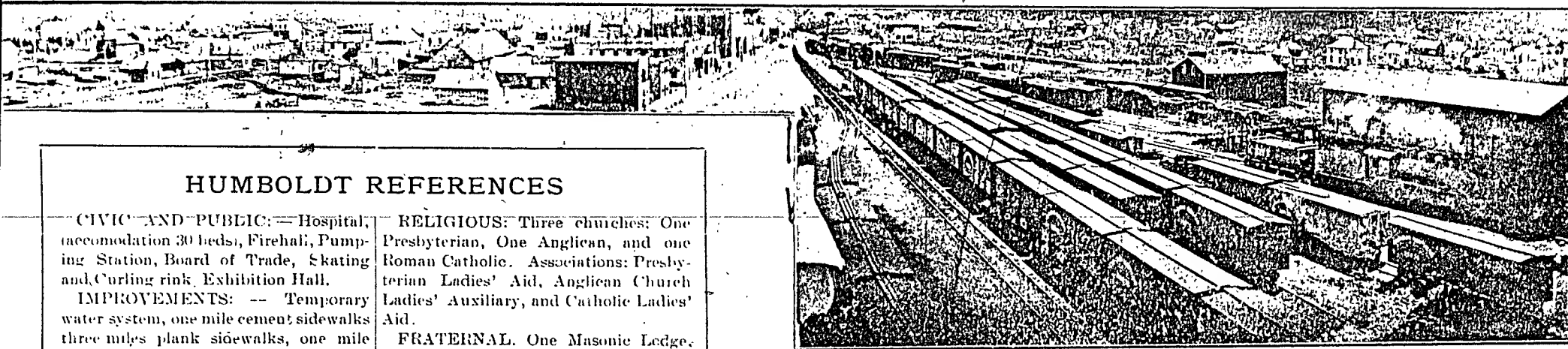
There is the inducement of cheap improved farm lands, unsurpassed by any in Western Canada, at prices ranging from \$15 to \$30 (£3 to £6) per acre.

There is the inducement of 3500 free homestead farms, of 160 acres each, for the people who care to take advantage of the Government's offer, and it may be mentioned that that offer is open for acceptance to all and sundry, without discrimination and without preference.

There is the inducement of ample railway facilities for shipping produce—an unfailing supply of cars, extensive loading platforms and stock yards, elevator accommodation for 120,000 bushels of grain, and a spot-cash market all the year round at Saskatchewan's best Creamery.

Briefly stated, these are some of the reasons why Humboldt stands to the front from the Agricultural point of view, and why its opportunities must lead to further development.

Humboldt Seen From the West, Showing Birdseye View and Section of the Extensive Railway Yards Comprising Over Ten Miles of Tracks.



HUMBOLDT REFERENCES

CIVIC AND PUBLIC:—Hospital, (accommodation 30 beds), Firehall, Pumping Station, Board of Trade, Skating and Curling rink, Exhibition Hall.

IMPROVEMENTS:—Temporary water system, one mile cement sidewalks, three miles plank sidewalks, one mile boulevards, one mile gravel streets, four miles graded streets.

PARKS:—Public, 140 acres; Exhibition Grounds, 40 acres; High School Grounds, 10 acres; C. N. R. Park, one acre.

AREA:—Nine quarter sections.

POPULATION: 1500 (Jan. 1912)

FIRE BRIGADE: 22 paid members and full equipment.

TELEGRAPHS: Canadian Northern Railway.

TELEPHONES: Local, rural and long distance.

GOVERNMENT: Post Office, Customs House, Dominion Lands Office, Mounted Police Barracks. (N. B.—Humboldt is certain to be the centre for the Judicial District, and the Court House with auxiliary buildings will be located here also.)

EDUCATIONAL: One Public School and one Separate School.

RELIGIOUS: Three churches: One Presbyterian, One Anglican, and one Roman Catholic. Associations: Presbyterian Ladies' Aid, Anglican Church Ladies' Auxiliary, and Catholic Ladies' Aid.

FRATERNAL: One Masonic Lodge, two Foresters Lodges, and one Eagles Lodge.

SOCIAL: Dramatic Club, Bachelors Club, Auto Club.

ATHLETIC CLUBS: Swimming, Boating, Canoe, Hockey, Baseball, Tennis, Football, Shooting, Turf Racing, Gymnastic and Curling. (The Swimming, Boating, Canoe, Tennis, Hockey and Curling Clubs have Ladies sections with large memberships)

AMUSEMENTS AND ENTERTAINMENTS: Two Theatres, Town Band, Band Stand, Race Track, Tennis Courts, Ball Grounds, Grand Stand (800 Capacity,) Two Curling Rinks, Skating Rink (80 ft. by 175 ft.)

AGRICULTURAL SOCIETY: 200 members, Annual Fair, Spring Stallion Show, Seed Fair, Field Competition, Grain Growers' Association, Humboldt Elevator Co.

BOARD OF TRADE: President, J.A. Stirling; Commissioner, Fred. W. Mellis.

GENERAL BUSINESS

One Creamery, (producing 150,000 lbs.)
Two Hotels, and one more building.

Banks, Union Bank, and Bank of Commerce.

One engineering repair shop.
Two Automobile Garages.

Two Livery Yards and public Conveyance.

Two Building Contractors.
Two Draying Contractors.

Three Lumber Yards (Stock carried \$15,000).

(GENERAL BUSINESS, CONTINUED.)

Four Wholesale Houses.
Four Elevators (Capacity for 120,000 bushels.)
One Newspaper.
One Job Printing Plant.
Three Restaurants.
Two Slaughter Houses.
Two Billiard and Bowling Establishments.
Four Real Estate Offices.
Two Auctioneers.
One Public Baths.
Five General stores.
One Gents' Furnishings and Furs.

Two Drugs,
Two fuel supplies,
Two Hairdressers,
One Furniture,
Two hardware,
One Harness,
Three Implements
Two Jewellers,
Two dressmaking,
Two Millinery,
One photographer,
One hand laundry,
One Confectioner
One Butcher,
Ice Cream Parlor
Four Insurance,
One Tailor,
Two Blacksmiths,
Two painters.
One Bakery,

PROFESSIONAL: Three Barristers,
Three Doctors, one Dental Surgeon, one Veterinary Surgeon, one Nurse.

HUMBOLDT DISTRICT

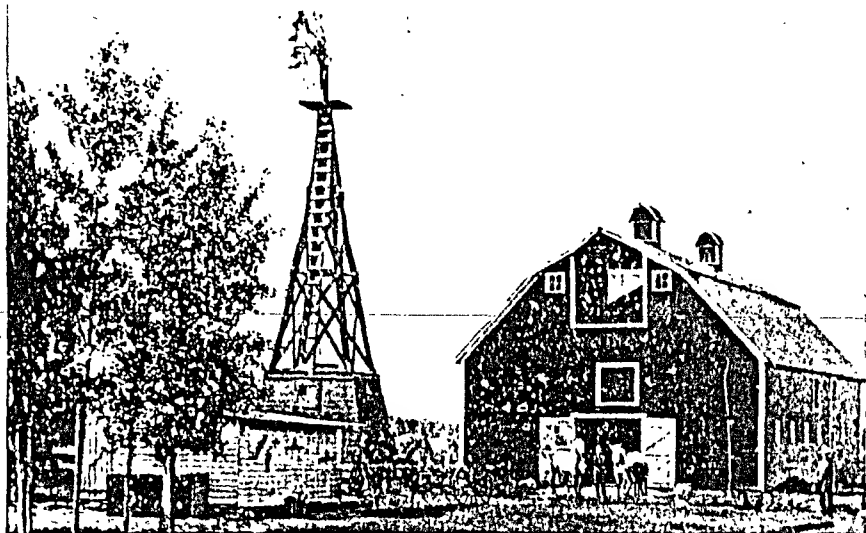
AREA: 50 miles.
POPULATION: (Electoral) 52,000.
An increase of 50,000 in ten years.
SOIL: Rich black loam, running 24 inches deep, with clay sub-soil.
WATER: Plentiful, pure and easily obtained. (Farmers have it on tap throughout their buildings.)
PROPORTION ARABLE: 85 per cent.

PROPORTION CULTIVATED: 15 per cent.
VALUATION: \$15 to \$35 per acre.
HOMESTEADS: About 3500 vacant.
FARMING: Grain raising is carried on successfully, (recent shipments being over a million bushels) combined with mixed farming, including the raising of stock and dairying.

BUSINESS OPPORTUNITIES

Brick making and clay products, Cement making, Sash and door factory, Meat packing concern, Flour or Grist mill, Wholesale houses of all classes, Distributing warehouses, steam laundry, One hotel, Up-to-date restaurant and lunch counter, Boarding houses, Machine shop, Two banks. Three building contractors, Market gardener, Depart-

mental and stores of all classes, Newspaper and printing, plumbing, tinsmith, Electric Fittings, and allied building trades, Real estate, Loans, Insurance, Building Investor, Draying and Express delivery, Brewery, Cold storage, Sign painter, Land surveyor, Architect, Civil engineer, and all classes of professional men and women.



A HUMBOLDT DAIRY FARM

What Others Have Done, You May Do

The following are extracts from a few of numerous letters sent in by farmers in the Humboldt district. The original letters are on file at the Board of Trade office and are open for inspection at any time. The writers of the letters may be communicated with, or interviewed, if further verification is required.

Nothing Succeeds Like Success

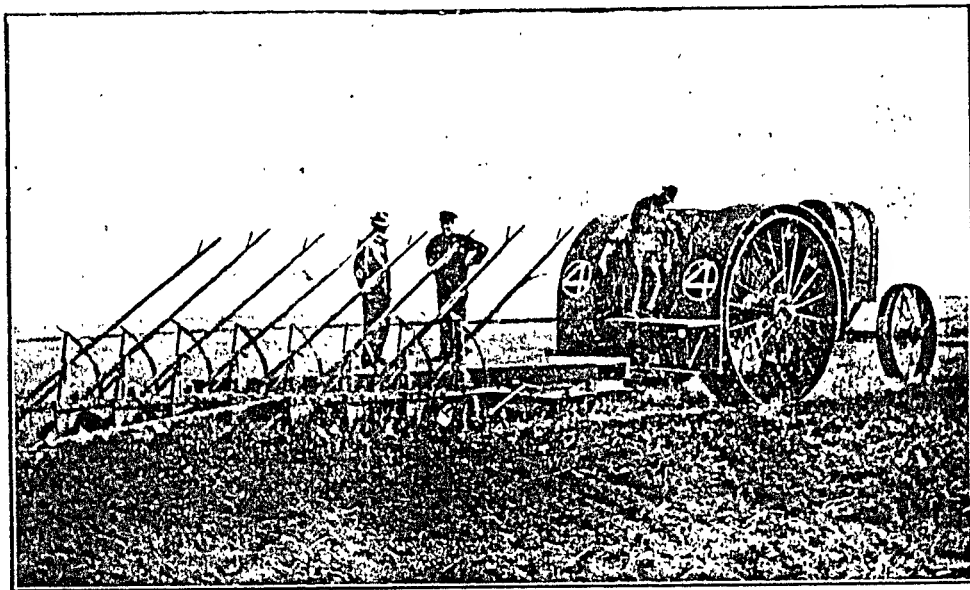
Mr. G. D. Schnauffer, who came from Illinois in 1907, says:—
 "I purchased a section of good land at \$10.50 per acre, every acre of which can be cultivated. In the fall of the same year I also took up a homestead one mile and a half from my section. Today I consider the 800 acres worth \$30,000. As I have been engaged in mixed farming my crops have been mainly of oats, ranging from 40 to 75 bushels per acre. Selling it in carloads it has netted me 30 cents per bushel. Taking a yield of 75 bushels it means a gross return of \$22.50 per acre. Deducting \$5.50 for expenses, that leaves a net profit of \$17.00 per acre. I have at the present time oats in my granary that weigh 45 lbs. to the bushel. In the year 1909 I threshed 5000 bushels that

There are two "Gets" to Humboldt; "get on" and "get out". The man who wants to does the one, and the man who doesn't, does the other.

weighed 52 lbs per bushel. This part of the country is well adapted for all kinds of stock raising. Dairying is a profitable business. Horses, while not working during the winter months, can be kept in fine condition on one gallon of oats per day (costing only 3 to 4 cts), plenty of good water, and all the oat straw they want. Hogs also are profitable. I keep the pure bred Yorkshires. The litters from one sow cleared me over \$120.00 last year."

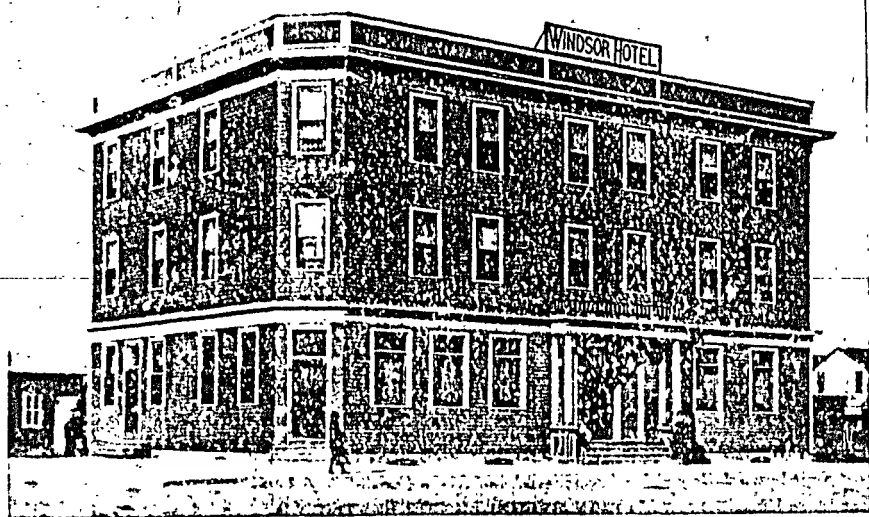
Would Refuse \$30,000.00

Mr. Ertman Tonn, whose farm is about four miles north of the town says:—"I came here five years ago and bought one section of prairie land and also took a homestead. My last year's crop I sold in October and that brought me \$4700.00. That was wheat and oats off 300 acres. I also raised stock (horses, hogs and cattle), worth at least \$8,000.00. I would not accept \$30,000.00 for my farm."



BREAKING UP THE LAND NEAR HUMBOLDT

Are you waiting at home for an opportunity? Come to Humboldt and make opportunities for yourself.



ONE OF HUMBOLDT'S HOTELS

Why He Came Back to Humboldt

Mr. A Moeller gives an interesting account of his experiences in Humboldt in the pioneer days, telling how he arrived in this part of the country and how he has risen to prosperity. He says:—

"When the rush commenced for Canada in the spring of 1903 I was one of the many trying to improve my lot. I arrived in Rosthern and set out for my homestead near Dead Moose Lake, about ten miles north of Humboldt, and seventy miles from Rosthern. I succeeded in seedling five acres to oats, which turned out a good crop, and for the next six years the crops were good. My oats have averaged as high as 116 bushels on a five-acre plot, and have never averaged less than 60 bushels per acre. Wheat has yielded as much as 40 bushels per acre, and never less than 27. At the end of six years I sold out for \$6000.00 spot cash. After that I went west as far as Alberta and looked over a lot of land, but finally came to the conclusion to return to Humboldt because I had not found anything to equal the Humboldt district. Since then I have bought a half section of land where I now reside. The land around Humboldt is better for wheat than farther north as we are not so much bothered

We want your talents. Our price is high. Will you sell?

with frost, and (this is very important) we are safe from hail. We have had no hail storm while I have been here and that is nine years. I have about 230 acres under cultivation, good buildings, a lot of stock, and a full line of new machinery all paid for. I consider that I am easily worth \$10,000.00 today and I know of many people that have done better than I have. I admit that some people fail in this district, but in nine cases out of ten it is the people themselves who are to blame. What I have done others can do."

Humboldt—A City Growing Daily

A successful and attractive business centre must combine several qualities to draw the masses, and these qualities include:—The necessary location for distribution, a well settled tributary district, ample transportation facilities, an existing business foundation of solidity, a desirable place for residence, first class health conditions, educational and social institutions, opportunities for enterprise, room for development, and an industrious, go-ahead community—all of these are factors that go to make success, and all of these are to be found at Humboldt.



A TYPICAL HUMBOLDT RESIDENCE

Life is a search, opportunity the quest, and independence the hoped-for reward. Save time on the first, devote it to the second, and the third is in your hands. Humboldt will show you how.

The railway and farming features have already been treated of. What of Humboldt for business? During the short period of its existence since incorporation Humboldt has made that much progress that it is now arrived at the stage when development is assured, when business enterprise is taken beyond the gambling line, and yet not to that stage when the individual of small capital and unlimited energy is barred from entry by the competition of large and wealthy concerns; at that stage when land is cheap enough to enable the most unpretensions to become owners of their own property for business as well as residential purposes; at that stage when opportunity knocks at the door of enterprise; at that stage when the "small" man has the chance to grow and develop, and to "make good" with the town of which he is a citizen.

Located 425 miles from Winnipeg, 401 miles from Edmonton, 120 miles from Regina and 80 miles from Saskatoon, Humboldt enjoys a measure of isolation that is sufficient to prevent interference from larger centres, and yet near enough to these larger centres to be able to offer a reciprocal benefit in trade. Humboldt's position is one of independence, controlling its own territory and operating exclusively over a wide area beyond. Viewed from this standpoint Humboldt is enabled to issue a challenge to all other points and to assert that none can dispute its claim to the title of "The Centre of Progress." Its strategic railway position, its agricultural area, its natural resources, its advantageous location, its industry, its prosperity, its opportunities, and its inducements, all support and strengthen the claim.



ANOTHER LITTLE GRAIN HAUL

Humboldt has never had a financial failure.—That spells PROSPERITY.

Beauty And Pleasure as Well as Business

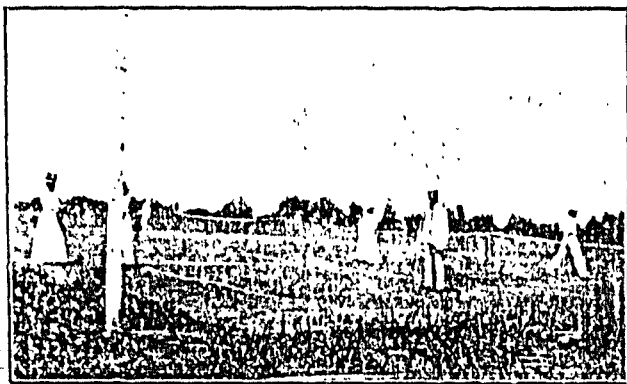
Nor on business alone does Humboldt base its claim for the attention of those who have yet to come within its bounds. The entire time and thought of a community should not be concentrated upon labor and gain. Clean, healthy, pleasant surroundings, artistic to the eye and inspiring to the mind, a well ordered social life, and every facility for recreation are essentials in life, and these are the things that bring out the best that is in a man, and the best that is in a people as a whole.

There are few prairie centres that have features of physical beauty and variation, and Humboldt is almost unique in this respect. Standing on high ground, the town is surrounded by expanses of green sward, and circled by a wooded belt providing a darker fringe for the internal setting of variegated hues and neatly arranged thoroughfares. In a district so fertile wild flowers grow in abundance, tinting the landscape with delicate color shades and imparting to the atmosphere a fragrant freshness that penetrates even to the business section of the town. To the gifts of nature there is added the efforts of men. The trim gardens, picturesque dwellings, well kept roads,



EVEN TIDE AT HUMBOLDT BEACH

Humboldt has the work, and Humboldt has the pleasure. The one must be taken with the other.



"HUMBOLDTITES" AT TENNIS

and extensive stretches of white cement sidewalks, all contribute to the harmony and beauty of Humboldt. The brisk business atmosphere, the handsome homes, and the general environment speak eloquently for the industry of the people; and inquiry will elicit the information that these homes are the exclusive property of the occupants. A few minutes walk to the north of the town brings one to the tennis courts, exhibition hall, skating and curling rinks, and Fair grounds, covering an area of 160 acres and containing a race track, grand stand, band stand, ball grounds, and every accommodation for sport and recreation. This speaks for the pleasures that form a not unimportant part of life. Then within easy access of the town lies Waldsea Lake (of which details are given farther on) and here again evidence of the social side of life is to be found in the flotilla of canoes, pleasure boats, club houses, summer cottages, diving boards, boat wharves and general equipment of what is undoubtedly the finest health and holiday resort in Saskatchewan.

Pride and Independence

Humboldt people are industrious and progressive, and they are successful because they are wise enough to sweeten toil with pleasure, --they are hard earnest workers during business hours so that they may earn and enjoy the reward of leisure. The secret of their success in life is merely that they "live," live in the real sense of the word, neither slaving or dissipating, and always with the knowledge and security that they can afford to "live," without the gaunt spectres of poverty and privation hovering on the horizon of their future. They are an independent people, proud of their independence, and proud of the fact that their independence is the outcome of their own labor, physical and mental.

The Building Programme

Probably no better indication could be given of the progress and development that is marking this period in the history of Humboldt than the building programme of 1912; buildings for Government, Civic, public and private purposes.

New Government buildings comprising Post Office, Customs House, and Dominion Lands Office are in course of construction; civic buildings consisting of Town Hall, Fire Hall and Market Place are going up. A new Hospital is well advanced; two new churches are on hand; one school is to be enlarged; one hotel is to be re-constructed and another built; a new restaurant is contracted for; new business premises are ordered; existing premises are being enlarged and improved, and new dwellings are springing up in every direction. A handsome Masonic Temple and a variety of other buildings, large and small, are in contemplation.

Up-To-Date Humboldt

Added to this there is an ambitious scheme of civic improvements, including the opening and grading of new streets, the addition of three miles of cement sidewalks, more boulevards, park improvements, etc.

And so rapid has been the development that the civic authorities have come to realize the necessity for replacing the temporary water system with an adequate permanent supply, full sewerage, and electric light; and so well has the search been prosecuted that the fall of 1912 will see Humboldt fully equipped in this respect, should no untoward circumstances arise. Apart from other considerations this bold undertaking by so young a community may give cause for wonder. But it is in accordance with the spirit of the people and demonstrates, as nothing else can, the unbounded faith they have in the immediate future of their town; a faith they are not afraid to back up in a practical manner by assuming a heavy financial responsibility. The spirit of progress is abroad and the people recognize that the day of a 1500 population (with which Humboldt commenced the year) is already relegated to the limbo of the past; that ere the close of 1912 many more pages will have been written in the book of history, and that the numerical, as well as the physical, aspect of Humboldt will have been vastly changed for the better.

Humboldt offers you fresh life at the medicinal lake if you are weak and ailing. If you are strong and well, be grateful and enjoy your strength.

Humboldt High in the Money Market

That the development of Humboldt is engaging the attention of business men throughout the east and west of Canada is made manifest in divers ways. The quickening of interest in the real estate market may be taken as one indication. From all points between Toronto in the east and Victoria on the Pacific Coast inquiries have come and purchases of realty have been made. Not merely is this for the purpose of speculation, for these realty transactions have all been followed by significant inquiries concerning a variety of business propositions, and intimation that the properties obtained are not now for sale. Another indication of the outside view of Humboldt is given by the sale in the month of March of a proportion of Humboldt debentures. Stock of this class was taken to the amount of \$10,100.00 by Messrs. Burgess & Co., Financiers, Toronto, and the price paid was \$10,061.00, or only \$39 below par. Those who follow the financial market will appreciate the significance of this and be in a position to judge of the status of Humboldt.

Humboldt Beach and Medicinal Lake

"A Gem of Nature Exquisitely Set"

Dame nature has been generous in the bestowal of her bounteous gifts, and Humboldt has been selected for favors to a much greater extent than other communities, either in Western Canada or elsewhere. Not the least of these gifts of nature is Humboldt Beach at Waldsea Lake, with medicinal waters and a picturesque environment that captivates the infirm in search of renewed health and the care-worn in quest of holiday and rest. The magnificent expanse of water, clear as crystal, gleaming cool and limpid in the brilliant sunshine, or ruffled by the breeze into sparkling vivacity until it is reminiscent of the sea-tide, extends to young and old an irresistible temptation to linger long in its refreshing depth. Nature has bestowed the gem, but not without the setting, and the setting is well worthy of the gem. In striking contrast to the limpid sheen of the lake is the pure white beach of sand, lapped by the waters, and girded by sloping banks with wooded groves that are seductively inviting as offering a refreshing respite from the field of sport, the swim, and the exercise of paddle or oar.

Humboldt Beach has no dangers. The gentle slope of the sand makes it absolutely safe for non-swimmers and children.

ANALYSIS OF MEDICINAL WATER

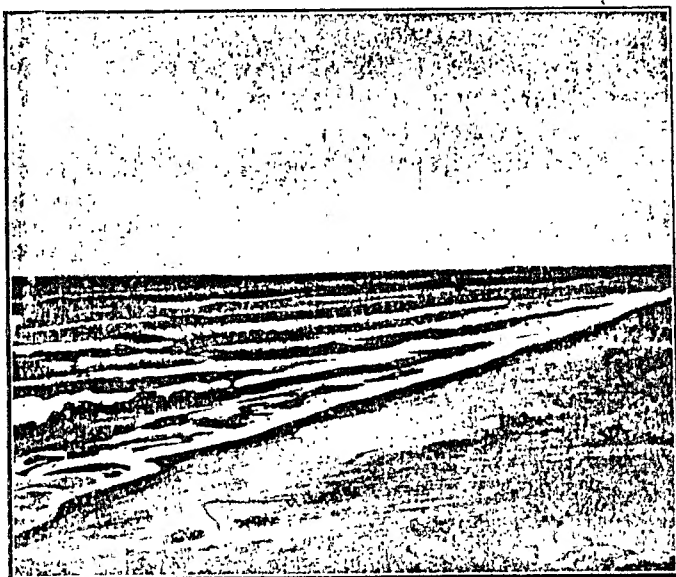
The following report is made of the medicinal water at Humboldt Beach by Mr. Fred A. Berg, Chemist at the City Hospital, Saskatoon, Sask., after careful analysis:—

CITY HOSPITAL, SASKATOON, SASK., 18TH APRIL, 1912.

Report on sample of water of Lake Waldsen, for Board of Trade, Humboldt, Sask.—

Reaction, strongly alkaline; color, greenish tint; sulphides, in large quantities, insoluble matter in large quantities; iron, present in large quantities in form of sulphides; nitrates, traces; carbonates, present; chlorides, present in form of sodium chlorides; ammonia, traces.

(Signed) FRED. A. BERG, City Hospital Chemist.



A STRETCH OF HUMBOLDT BEACH

Saskatchewan's Health and Holiday Resort

Not for nothing, and not for Humboldt alone, has this retreat from toil and worry been bestowed by nature. It is a gift to the people of the community, but it is a gift shared in by the people throughout Saskatchewan. It is the favorite summer and health resort of the Province; visitors come from near and far to partake of the benefits, curative and recreative; the railways bring it within the reach of all—of those who have summer cottages, of campers, week-enders, excursionists, picnickers, and casual visitors, here today and gone tomorrow. The working of nature cannot be compelled, but it can be ma-

terially assisted by human aid, and at Humboldt Beach there is to be found in the form of modern improvement:—

A picturesque colony of summer cottages.

Boating and canoe club houses.

A commodious pavilion, dance hall and veranda.

An up-to-date restaurant.

Spring boards, diving boards, boat wharves, etc.

Public hiring establishment—motor launches, pleasure boats and canoes.

Band stand and dance platform.

Recreation grounds and gardens.

Competent instructors in swimming, boating and canoeing, and every safeguard against accident.

Public conveyances to and from the beach at a merely nominal charge.

Competitions, sports, and gala days at intervals throughout the season.

A variety of public amusements and entertainments.

Private building lots (50 feet) on the Lake front from \$75 up.

COMPARED WITH EUROPE

Mr. F. H. Berg, Chemist at the City Hospital, Saskatoon, in his analytical report on the medicinal water at Humboldt Beach, says:—
“I would consider this to be very beneficial for bathing purposes in comparison with distinguished bathing places in Europe.”

An Invitation

Such are the facilities for comfort, convenience, and pleasure provided at Humboldt Beach, and while these facilities are provided mainly by the efforts of the Humboldt club combination (which has an enthusiastic membership comprising both ladies and gentlemen) a cordial invitation is extended to all visitors to partake of the full benefits and privileges at Humboldt Beach.

The Closing Word

No intellectual gymnastic feat is required in summing up the many-sided advantages of Humboldt. Facts speak for themselves, and facts cannot lie. It is not the purpose of Humboldt, nor would it be to the advantage of Humboldt, to claim that it is the one and only centre of Western Canada. Other places there are, older, bigger and more fully developed. They have, and are entitled to, their share of the prosperity which characterizes the entire west. But Humboldt can claim, and does claim, that nowhere in this great western land is there to be found better or greater opportunities than in Humboldt for progress and development, and for the attainment of the ideal of every ambitious man and woman—ultimate independence.

Humboldtiana

Humboldt has a variety of needs, and one of them is workers. Can you come in and supply Humboldt?

Humboldt has no lepers, no paupers, and no undertakers. The atmosphere does not suit them, and so they are out of business.

Humboldt means business, not sometimes, but every time, and all the time, and that being so it always gets there.

Humboldt is not afraid of big undertakings, for big walls were never built on small foundations.

Humboldt asks no favours. It is always able to pay its price, and therefore to command delivery of the goods.

Humboldt is not Paradise, but it has a big share of the joys of life.

Humboldt has no poorhouse, or charitable organisation. The supply is equal to the demand.

Humboldt has a Commissioner to assist you. Whatever your needs, don't hesitate to ask him.

Humboldt Debentures sell practically at par. That indicates the view outside financiers take of the Centre of Progress.

Humboldt offers 3500 free homestead farms of 160 acres each. We can't make them any cheaper.

Humboldt never turns a worker down. Energy, ability, and talent comprise the capital that it wants, as much as dollars.

Humboldt will take you at your own price. If you are worth the price you shall have it; if not, you won't.

Humboldt is democratic, but that does not mean uncivilised.

Humboldt has a Board of Trade Commissioner who is willing and pleased to assist you with information and in every way possible. He is there for that purpose.

Humboldt makes no claim that it cannot justify. Investigate any of the propositions for yourself.

Humboldt wants you because you will be of use to Humboldt. If not, you will be of no use to yourself. In that event please stay away.

Humboldt offers you business, happiness, health, pleasure, and a chance of ultimate independence. Have you got all these now?

Humboldt Board of Trade Labour Bureau is at your service. Write to, or call upon, the Commissioner.

Humboldt Beach will remind you of the seaside. Your pleasures are in your own hands.

Humboldt invites you to get off and do business.